

Message Text

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PAGE 01 STATE 053252
ORIGIN EUR-12

INFO OCT-01 ISO-00 PA-01 USIA-06 CIAE-00 INR-10
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-----084930 020951Z /20
R 020133Z MAR 78
FM SECSTATE WASHDC
TO AMEMBASSY BELGRADE

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FOR USDEL CSCE

E.O. 11652: N/A

TAGS: CSCE, OCON

SUBJECT: MEDIA STRATEGY FOR CLOSING OF BELGRADE CONFER-
ENCE

1. DEPARTMENT IS PLANNING SEVERAL PUBLIC AFFAIRS
ACTIVITIES TO SUPPORT USDEL'S EFFORTS AT BELGRADE IN
CLOSING DAYS OF CONFERENCE. THESE ARE MEANT TO
PRESENT A COMPREHENSIVE PICTURE OF OUR ACCOMPLISHMENTS
IN BELGRADE AND TO DEMONSTRATE THE UNITY OF VIEWS
BETWEEN WASHINGTON AND THE US DELEGATION. USIA IS
COOPERATING TO INSURE THAT US MESSAGE IS RECEIVED IN
EUROPE.

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2. WORK HAS BEGUN ON A PRESS KIT TO BE SENT TO INFLU-
ENTIAL NEWSPAPERS IN THE COUNTRY, INCLUDING THE ETHNIC
PRESS. THIS KIT WILL INCLUDE, BESIDES BACKGROUND
INFORMATION ON CSCE AND THE BELGRADE MEETING, AMBASSADOR
GOLDBERG'S OPENING SPEECH, WHICH SET THE TONE FOR OUR
EFFORTS IN BELGRADE. WE ALSO PLAN WIDE DISTRIBUTION

OF AMBASSADOR GOLDBERG'S CLOSING SPEECH.

3. ASST. SECRETARY VEST WILL MEET WITH THE DEPARTMENT'S
PRESS CORPS ON MARCH 2, IMMEDIATELY BEFORE THE REGULAR

NOON BRIEFING, TO BRING THEM UP TO SPEED ON EVENTS AT
BELGRADE AND TO ADDRESS THE QUESTION OF WHAT HAS BEEN
ACCOMPLISHED BY THE BELGRADE MEETING.

4. USIA HAS AGREED TO HELP SET UP INTERVIEWS WITH
DEPARTMENT OFFICIALS FOR SELECTED EUROPEAN CORRESPONDENTS.
WE UNDERSTAND THAT VOA WILL ALSO BE TALKING WITH AMBASSADOR
GOLDBERG IN BELGRADE ABOUT AN INTERVIEW WHICH WOULD BE
BROADCAST WORLDWIDE.

5. WE PLAN TO BUILD ON THESE EARLY ACTIVITIES WITH
MORE INTENSIVE CONTACTS WITH PRESS AND INTERESTED
NGOS AFTER CONCLUSION OF BELGRADE MEETING. WE WILL
LOOK FORWARD TO DISCUSSING THIS PROGRAM WITH AMBASSADOR
GOLDBERG AND OTHER MEMBERS OF THE DELEGATION WHEN THEY
RETURN. IN THE MEANTIME, WE WOULD APPRECIATE ANY COMMENTS
DELEGATION MIGHT HAVE ON ABOVE ACTIVITIES AND ANY
SUGGESTIONS ON OTHER THINGS WHICH MIGHT BE DONE.

VANCE

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